



**PLAN**

01



**Plan a TV SHOW**  
Format that  
you can monetize,  
you can leverage  
you can re-purpose  
easily to create  
your Easy TV  
SHOW strategy

**PRODUCE**

02



Now that your TV  
SHOW is  
strategically  
planned and  
formatted , all you  
need now is the  
equipment, to  
setup and  
practice and the  
right guests for  
your TV SHOW ;

**PUBLISH**

03



Once the audio  
and video of TV  
SHOW is  
optimized and  
press release  
developed now it  
is time to upload  
and schedule to  
Roku AmazonFire  
Apple TV and  
iTunes

Click here for the  
TV SHOW  
SUGGESTED  
EQUIPMENT AND  
SOFTWARE LIST

**PROMOTE**

04



Coordinate the  
press release with  
the live episodes  
on television and  
podcast and send  
press to  
interviewee(s) to  
promote with their  
audience

**RE-PURPOSE**

05



Use full TV SHOW video  
or snippets to promote  
and re-purpose on your  
Website  
Roku, AmazonFire and  
Apple TV  
Youtube Channel  
Medium.com  
Podcast  
and all the social media  
platforms

**Your Business  
and your Message are  
EVERYWHERE!  
by leveraging an Easy  
TV SHOW blueprint!**



## WHY ADD A TV SHOW TO YOUR BUSINESS?

You can leverage the TV SHOW for more credibility, authority, exposure and leads with the Easy TV Show Blueprint .

Knowing what is your GOAL for having a TV SHOW will determine the TV SHOW format you will use.

### YOU CAN MONETIZE \$\$

1. You can sell ads , get sponsors within your TV SHOW
2. You can get sponsor for your TV SHOW whose logo is shown throughout the show
3. You can promote your own offers on your TV SHOW

### YOU CAN LEVERAGE YOUR TV SHOW for AUTHORITY OR EXPERTISE

1. You can do Trainings or educate on your TV SHOW to new audience
2. You can invite others in for a discussion panel on your TV SHOW
3. Invite other influencers on your TV SHOW and they would be happy to promote their presence on the TV SHOW increasing your audience reach
4. You could have TV SHOW format that is easily formatted into a PODCAST on iTUNES and other media such that you as an expert seen everywhere
5. HAVING A TV SHOW gives you instant CREDIBILITY as an EXPERT and people will want to come to your business seeing you as an Influencer

### YOU Re-Purpose Your TV SHOW

--strategically means less work and time to be everywhere

1. With strategic TV SHOW FORMAT, you can use audio for a Podcast
2. With a strategic TV SHOW FORMAT, you can use snippets and sections of the TV SHOW all over to 10 media platforms from your website, Medium, Youtube channel, iTunes, Roku, Amazon Fire, Apple TV and onto social media platforms like LinkedIn, Facebook, Twitter and Pinterest
3. With strategic snippets, quotes and sections of your TV SHOW you would have content for 12 months just from one T SHOW!

### EASY TV SHOW SUGGESTED EQUIPMENT AND SOFTWARE

1. Desktop Computer
2. Logitech 1080pm or newer webcam
3. Blue Yeti or AUDIOTECHNICA USB Microphone or equivalent
3. Video STUDIO LIGHTING KIT with GREEN SCREEN BACKDROP CLOTH(S)AND STAND
4. Xsplit Broadcaster Livestreaming software from Xsplit.com
5. Use of Zoom software for Guest interviewee

With this simple setup (\$500 or less) , you can make professional quality TV SHOW episodes to TV STANDARDS

For more trainings on the EASY TV SHOW BLUEPRINT for your business, go to <http://jgtips.com/easytv>

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